Social Media Marketing Research
社會媒體行銷研究

Social Media Marketing

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2012-03-01
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Outline

• Social Media Marketing
• Marketing
• Marketing Management
Social Media Marketing-
Marketing and Sales in Social Media

- Social Media and the **Voice of the Customer**
- Integrating Social CRM Insights into the Customer Analytics Function
- Using Social Media to Drive Product Development and Find New Services to Sell
- Social Community Marketing and Selling

Marketing

• “Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” (Kotler & Keller, 2008)

Source: Kotler and Keller (2008)
“Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.” (Kotler & Keller, 2008)
Marketing

Selling
Selling is only the tip of the iceberg

“There will always be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed is to make the product or service available.”

Peter Drucker

Source: Kotler and Keller (2008)
Obtaining Products

Source: Kotler and Keller (2008)
For an exchange to occur...

• There are at least two parties.
• Each party has something that might be of value to the other party.
• Each party is capable of communication and delivery.
• Each party is free to reject the exchange offer.
• Each party believes it is appropriate or desirable to deal with the other party.

Source: Kotler and Keller (2008)
What is Marketed?

• **Goods** (tangible)
• **Services** (intangible)
• **Events** (time based—trade shows) and **Experiences** (Walt Disney World’s Magic kingdom)
• **Persons** (Artists, Musicians, CEO, Physicians)
• **Places** (Cities, States, Regions, Nations) and **Properties** (Intangible rights of ownership of real estate or financial properties)
• **Organizations** (Universities, Museums, Performing Arts Organization)
• **Information** (Books, Schools, Magazines)
• **Ideas** (Revlon sell hope)

Source: Kotler and Keller (2008)
Marketing Goods

Source: Kotler and Keller (2008)
Friends Don’t Let Friends Drive Drunk

This is the watch Stephen Hollingshead, Jr. was wearing when he encountered a drunk driver.
Time of death 6:55 p.m.

Marketing Ideas:

Friends Don’t Let Friends Drive Drunk

This is the watch
Stephen Hollingshead, Jr. was wearing when he encountered a drunk driver.
Time of death 6:55 p.m.

Source: Kotler and Keller (2008)
Key Customer Markets

• **Consumer markets** (personal consumption)
• **Business markets** (resale or used to produce other products or services)
• **Global markets** (international)
• **Nonprofit/Government markets** (Churches, Universities, Charitable Organizations, Government Agencies)

Source: Kotler and Keller (2008)
Key Customer Markets

Consumer Markets  Global Markets

Business Markets  Nonprofit/ Government Markets

Source: Kotler and Keller (2008)
The marketplace isn’t what it used to be...

- Changing technology
- Globalization
- Deregulation
- Privatization
- Empowerment
- Customization
- Convergence
- Disintermediation

Source: Kotler and Keller (2008)
Company Orientations

• Production
  – consumers will prefer products that are widely available and inexpensive

• Product
  – consumers favor products that offer the most quality performance, or innovative features

• Selling
  – consumer and businesses, if left alone, won’t buy enough of the organization’s products

• Marketing
  – find the right product for the consumers (i.e., satisfy the wants and needs of the consumers

Source: Kotler and Keller (2008)
Marketing 4P

• Product
• Price
• Place
• Promotion

Source: Kotler and Keller (2008)
The Four P’s

Marketing mix

Target market

Product
- Product variety
- Quality
- Design
- Features
- Brand name
- Packaging
- Sizes
- Services
- Warranties
- Returns

Price
- List price
- Discounts
- Allowances
- Payment period
- Credit terms

Place
- Channels
- Coverage
- Assortments
- Locations
- Inventory
- Transport

Promotion
- Sales promotion
- Advertising
- Sales force
- Public relations
- Direct marketing

Source: Kotler and Keller (2008)
Marketing-Mix Strategy

Source: Kotler and Keller (2008)
Marketing Mix and the Customer

Four Ps
• Product
• Price
• Place
• Promotion

Four Cs
• Customer solution
• Customer cost
• Convenience
• Communication

Source: Kotler and Keller (2008)
Marketing 4P to 4C

• Product → Customer solution
• Price → Customer Cost
• Place → Convenience
• Promotion → Communication

Source: Kotler and Keller (2008)
Four pillars of social media strategy

$C^2E^2$

Source: Safko and Brake (2009)
Core Concepts

• Needs, wants, and demands
• Target markets, positioning (in mind of target buyers), segmentation
• Offerings (intangible benefit made physical) and brands (offering from a known source)
• Value (set of benefits) and satisfaction
• Marketing channels (communications, distribution, and service)
• Supply chain
• Competition
• Marketing environment
• Marketing planning

Source: Kotler and Keller (2008)
Marketing Management Tasks

• Developing marketing strategies (strategic fit)
• Capturing marketing insights (obtaining information)
• Connecting with customers (relationships)
• Building strong brands (understand strengths and weaknesses)
• Shaping market offerings
• Delivering value
• Communicating value
• Creating long-term growth (positioning and new-product development)

Source: Kotler and Keller (2008)
Functions of CMOs

• Strengthening the brands
• Measuring marketing effectiveness
• Driving new product development based on customer needs
• Gathering meaningful customer insights
• Utilizing new marketing technology

Source: Kotler and Keller (2008)
New Consumer Capabilities

• A substantial increase in buying power (a click away)
• A greater variety of available goods and services (internet)
• A great amount of information about practically anything (online)
• Greater ease in interacting and placing and receiving orders (24/7)
• An ability to compare notes on products and services (internet)
• An amplified voice to influence public opinion (internet)

Source: Kotler and Keller (2008)
Holistic Marketing Dimensions

Source: Kotler and Keller (2008)
I want it, I need it...

5 Types of Needs

• Stated needs (inexpensive)
• Real needs (low operating cost)
• Unstated needs (good service)
• Delight needs (extras)
• Secret needs (savvy consumer)

Source: Kotler and Keller (2008)
Does Marketing Create or Satisfy Needs?

Source: Kotler and Keller (2008)
Interactive Marketing

• Tailored messages possible
• Easy to track responsiveness
• Contextual ad placement possible
• Search engine advertising possible
• Subject to click fraud
• Consumers develop selective attention

Source: Kotler and Keller (2008)
e-Marketing Guidelines

• Give the customer a reason to respond
• Personalize the content of your emails
• Offer something the customer could not get via direct mail
• Make it easy for customers to unsubscribe

Source: Kotler and Keller (2008)
Increasing Visits and Site Stickiness

• In-dept information with links
• Changing news of interest
• Changing offers
• Contests and sweepstakes
• Humor and jokes
• Games

Source: Kotler and Keller (2008)
Ease of Use and Attractiveness

• Ease of Use
  – Downloads quickly
  – First page is easy to understand
  – Easy to navigate

• Attractiveness
  – Clean looking
  – Not overly crammed with content
  – Readable fonts
  – Good use of color and sound

Source: Kotler and Keller (2008)
Designing an Attractive Web Site

• **Context**
  – Layout & design

• **Content**
  – Text, picture, sound, video

• **Community**
  – user-to-user communication

• **Customization**
  – tailor to user or allow personalization

• **Communication**
  – enables site-to-user, user-to-site, or two-way communication

• **Connection**
  – ability to link to other sites

• **Commerce**
  – ability to enable commercial transactions

Source: Kotler and Keller (2008)
How to Start Buzz

• Identify influential individuals and companies and devote extra effort to them
• Supply key people with product samples
• Work through community influentials
• Develop **word-of-mouth** referral channels to build business
• Provide compelling information that customers want to pass along

Source: Kotler and Keller (2008)
Word-of-Mouth Marketing

- Person-to-person
- Chat rooms
- Blogs
- Twitter, Plurk
- Facebook
- Youtube

Source: Kotler and Keller (2008)
Elements in the Communications Process

Source: Kotler and Keller (2008)
Field of Experience

Source: Kotler and Keller (2008)
The Communications Process

Selective attention
Selective distortion
Selective retention

Source: Kotler and Keller (2008)
Social Media Marketing

• Scorecard for Social Media
  – 4 - Extremely Valuable
  – 3 - Very Valuable
  – 2 - Somewhat Valuable
  – 1 - Not Very Valuable
  – 0 - No Value

Source: Safko and Brake (2009)
Scorecard for Social Media

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<tr>
<th>Social Media Tool</th>
<th>Internal Value</th>
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Scorecard for Social Media
4 - Extremely Valuable, 3 - Very Valuable, 2 – Somewhat Valuable, 1 - Not Very Valuable, 0 - No Value

Source: Safko and Brake (2009)
Social Media and the Voice of the Customer

• Listen to the Voice of the Customer (VoC)
  – Social media can give companies a torrent of highly valuable customer feedback.
  – Such input is largely free
  – Customer feedback issued through social media is qualitative data, just like the data that market researchers derive from focus group and in-depth interviews
  – Such qualitative data is in digital form – in text or digital video on a web site.

Accenture’s SLOPE Model for Listening to the Social Voice of the Customer

Social Voice of the Customer

1. Synchronize
2. Listen & Learn
3. Optimize & Operationalize
4. Personalize & Propagate
5. Execution & Expectations
Listen and Learn
Text Mining for VoC

• Categorization
  – Understanding what topics people are talking or writing about in the unstructured portion of their feedback.

• Sentiment Analysis
  – Determining whether people have positive, negative, or neutral views on those topics.

Customers’ Opinions About Operational versus Customer Experience Issues

Reactive, Reputation Management

Operational Issue

Customer Experience

Multiple Customers

Individual Customer

Urgency

Social Media Can Help Orchestrate Three Spheres to Influence to Boost a Company’s Innovation Efforts

Examples of Social Media Selling Strategies in the Market Today

Strategy #1 – “Accessing social Consumers”: Use Social Media as a New Channel to Individuals

Strategy #2 – “Engaging the Hive”: Get Customers to Mobilize Their Personal Networks

Strategy #3 – “Appealing to Influencers”: Target Influencers Who Can Move the Masses

Case Study: LenovoClub CareerLife 職場人生
拉NO佛國際集團空出副總職缺，
平日是死對頭的行銷部經理麥可陳，和業務部經理尖妮ㄦㄦ／
為求升官互相惡鬥，
嘩聲過程中有人順勢把手中一杯水潑出⋯⋯

http://www.lenovoclub.com.tw/careerlife/
Case Study: LenovoClub CareerLife 職場人生

http://www.youtube.com/watch?v=XRUvFEnPig
Case Study: LenovoClub CareerLife 職場人生
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http://www.youtube.com/watch?v=XRUvBfE7Pig
Summary

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References

• Lon Safko and David K. Brake, The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Wiley, 2009